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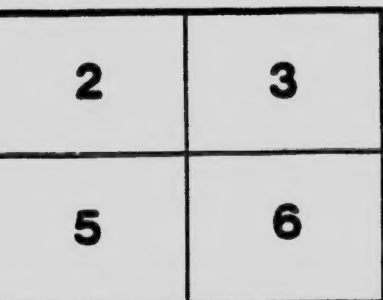
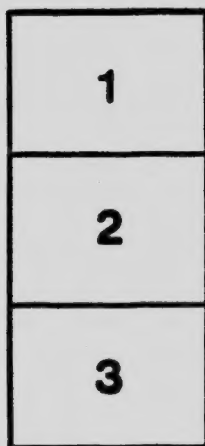
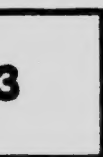
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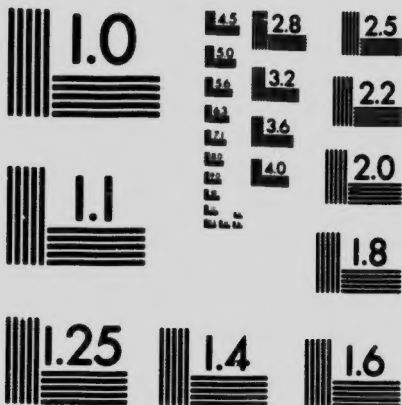
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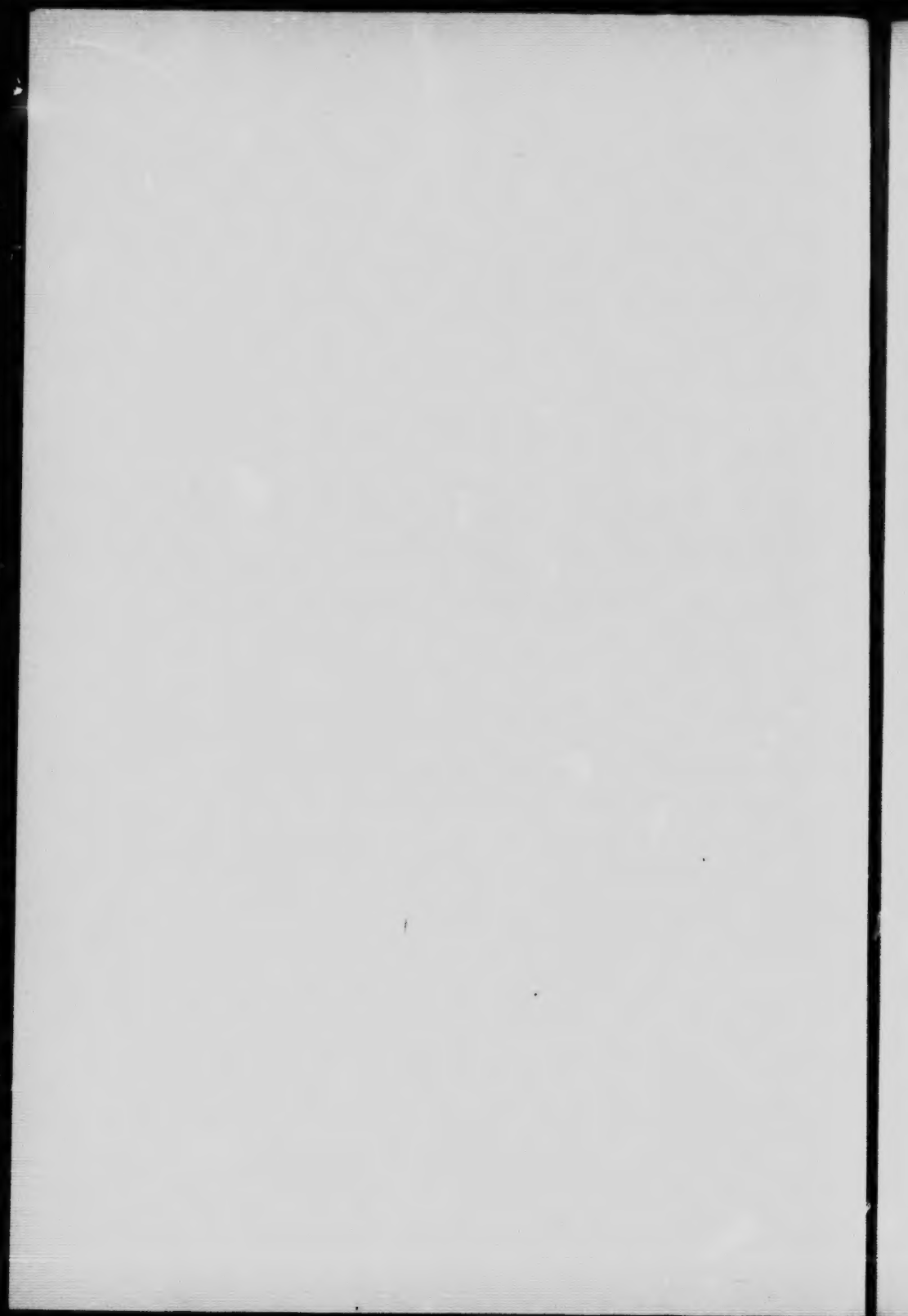
Preface

An ounce of fact is worth more than a ton of fiction and while realizing that Montreal and Quebec Province have made phenominal strides since the census of 1911 was taken, the writer has contented himself by using the latest government figures to back up statements in some cases hard to believe.

To understand and know Quebec one must mix with its people, partake of their hospitality and penetrate beyond the mist of prejudice. Happily things are changing rapidly, but there are still many who are laboring under a misapprehension as to Quebec's wealth and possibilities. To all such this book is commended.

HENRY W. KING.

Toronto, 1914.



Quebec's Wealth

Ten years ago scarcely one English speaker in a hundred could say anything good about Quebec. Very few facts or figures were obtainable and the average individual had little time and much less inclination, to dig up facts for himself. Then it seemed as though Quebec was some foreign country instead of being an important part of ourselves, for without Quebec it is questionable whether there would have been any English-speaking Canada.

To Quebec we owe much of what is good in us as a nation. Nearly if not all of the splendid institutions that Canada is noted for and we as Canadians are proud of, were given birth in Montreal, Quebec Province. Here we find the home of the bank systems that have done more than anything else to impart tone, dignity, and all that is necessary to give a nation credit in the eyes of the world, and have done much to bring Canada, as a borrower of foreign capital, into the envious and proud position it now occupies. The foundation of all this was laid in Montreal, and our present strength is due to the splendid mixture of the conservatism of the old world French and English financiers combined with the more progressive American experience.

In Montreal and Quebec our first great railroads were conceived, planned and financed. Here the largest plants that Canada can boast of were brought into being, and are being operated. Here the millionaires of Canada gather and plan big enterprises of national and world-wide importance. The head of steamship lines is here, and here the great grain wealth of Canada finds an outlet to the uttermost parts of the earth.

Quebec gave us the provincial form of government which is so much prized by every Canadian, securing to the majority the power to regulate, control and legislate their domestic affairs, while retaining the support of the Federal and Sovereign Government. The French Canadian proved himself capable of self government long before the country was divided into upper and lower Canada, and when the time came to divide Canada into provinces, the Quebec Legislature was copied, and the advice of the French Canadians taken in forming other parliaments.

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A people whose accomplishments are so worthy and honorable surely deserve more of our attention, especially when their only apparent fault is that they have been content to mind their own business and not even make effort to vindicate themselves when villified, which has been often.

A Great Change

During the last ten years many changes have taken place in Quebec, and this apparently unnoticed by even their nearest neighbor, Ontario. This may be natural on account of the splendid advances made by this province, requiring all the attention possible, but there is really no excuse for the general ignorance that prevails respecting the province of Quebec, and its people the French Canadians. Such ignorance will prove fatal to their best interests from a trade standpoint, because while Ontario sleeps, Quebec is very much awake, and while securing their home trade, are fast taking advantage of Ontario's English market. It would seem therefore, to be high time for the English speaking people of Canada and America to "wake up" to the vast possibilities of Quebec and her splendid resources.

The fact remains that while the people of Ontario are gradually discarding their prejudices and seeking to know more of the French Canadian, fully 80% of the people of Ontario hold very antiquated and silly notions of the French Canadian. This is due in part to the following influences:—

- (1) Lack of interest and desire to be informed.
- (2) Prejudice, so sadly fostered by the English Press—being English in every sense and catering to an English community to whom they look for increase of circulation, it is often libelous in its statements.
- (3) The indifference or "mind our own business policy" of the average French Canadian, who scorns the idea of answering back.

Thus it happens the people hear of the morbid and vicious side of Quebec through the pages of a morbid and vicious press, appealing to the morbid and vicious senses of the people they cater to. The wonder is that anyone can be found willing to confess that any good thing could come from Quebec. Fortunately, this is an age of travel, and while many tourists seek out the habitant in far remote

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corners, the business man is also a frequent visitor to the province.

Still for all this, there are many business men too busy to go outside their hotel, who leave the exploiting of Quebec Province to inexperienced men who are either not willing or able to grapple with the difficulties they are sent to deal with. These men put their own color upon things when reporting to Head Office, and make many excuses for their failure. These men in turn have forgotten the golden rule viz. That if you do unto the French Canadians as they should do unto you and treat them as MEN, they will reciprocate better, quicker and more genuinely than any other people I have known.

The Federal Government and Rural Quebec

In one of our previous books we spoke of the millions of dollars being spent by the Government on the Montreal harbor. Here we print a statement culled from an English paper, which shows what is being done for rural Quebec by way of Farm Schools.

Agricultural Pact Made with Quebec

Federal Agreement Signed and Approved by Order-in-Council.

DIFFERS FROM ONTARIO.

Largest Expenditure, \$60,000, is Intended for Farming Schools.

Special to The Mail and Empire.

Ottawa, July 16. — An order-in-Council was passed to-day approving an agreement between the Dominion and the province of Quebec for the expenditure of the Quebec share of \$150,482.40, granted under the Agricultural Instruction Act. The items of expenditure differ in many respects from those of the Ontario agreement, although the general object, as set out in the Act, is the same. The largest expenditure in Quebec, amounting to \$60,000, will be made under the heading, "Schools of Agriculture". The other items are as follows:

- Fruit culture, \$13,000.
- Poultry keeping, \$17,000.
- Demonstration of underdraining, \$12,000.
- District representative, \$10,000.
- Dairy industry, \$7,000.
- Domestic science, \$7,000.
- Bacon industry, \$7,000.

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Agricultural instruction in academies, rural schools, and normal schools, \$3,000.

Experimental union, \$2,000.

Demonstration work in connection with alfalfa and clover, \$5,000.

Seed selection and field crop demonstration, \$5,000.

Agriculture, \$5,000.

Tobacco industry, \$3,000.

Maple sugar industry, \$1,000.

Lectures and special agricultural trains, \$2,482.40.

Quebec

Facts Worth Knowing

Quebec produces more butter than all the other provinces combined.

The asbestos industry is confined absolutely to Quebec Province.

Clay products rank 2nd for the Dominion, with a yearly output of \$1,451,891, while stone and clay structural material realised \$6,356,547.

The pulp wood and paper industry of Eastern Canada is centred in Quebec, which is the proud possessor of the largest paper mills in Canada.

95% of the farmers of Quebec own their own farms, while only 5% are leased.

The average Quebec farmer makes more money than the average Ontario farmer, and pays his farm help larger wages than apply in Ontario—according to census returns.

Nearly all the English of Quebec Province live in Montreal, and then only in a ratio of three English speaking to seven French speaking. This is why the English Press is limited, and the French Press so powerful a factor in Quebec Province.

The English population of Quebec Province is only 316,103 while the French Canadians numbered 1,605,339 at the last census.

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Mineral production ranks, 4th for the Dominion, but with the opening up of Ungava it is expected that Quebec will shortly take front rank. At present the yearly revenue totals ten million dollars.

50% of the population of Quebec are rural dwellers. One half of the other 50% live in Montreal and suburbs.

Rural Quebec's cash account for 1911 was \$954,569,136 or nearly five times the value of the North West wheat crop.

The average net income of the Quebec farmer is nearly \$1,000.

The farmer of Quebec has an average working capital of \$6,000 while the Ontario farmer has only \$5,450.

The farms of Quebec average 97.63 acres, scarcely 3/4 of an acre less than the average Ontario farm.

The Quebec farms are long and narrow, thus affording less isolation and a greater development of the community spirit. This fact makes the Quebec farmer easy to reach.

The largest city of Canada is in Quebec Province.

Quebec manufactured products produced nearly 351 million dollars in 1910.

Montreal

Facts Worth Knowing

Montreal has a population of over 700,000, and is included amongst the 26 largest cities of the world.

70% of Montreal's population speak and read French.

One half of the manufacturing of Quebec Province is done in Montreal.

Montreal leads the Dominion for value of manufactured products.

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327 million dollars represent the amount of capital invested in Montreal for manufacturing purposes.

The earning power of the wage earners is represented by 70 million dollars. This is why you find a larger number of thriving departmental stores in Montreal than in any other city in Canada.

Greater Montreal's population is as large as Toronto, and Winnipeg combined.

Montreal is the largest grain exporting port in America, including New York.

Montreal is the head of Ocean navigation and commands both imports and exports for the Dominion. Almost on the borders of Ontario and Quebec, Montreal is in direct touch with 5 millions of people.

An ideal position for manufacturing and other industries. This probably accounts for its popularity as a financial and manufacturing centre.

Montreal affords :—

- (1) A ready market right at home for all commodities required by the masses.
- (2) Easy access to the markets of Ontario and the Maritime Provinces.
- (3) Direct transportation and distribution facilities for the North West, being at the head of two trans-continental railroads.
- (4) Access to the markets of the world through its splendid shipping facilities commanding as it does one of the best equipped harbors of the world for ocean-going vessels.

The Secret of Quebec's Wealth

We have not far to look for the secret of Quebec's great wealth. We find that while rural Ontario has decreased during the last decade, the rural population of Quebec has increased. The French Canadian has solved the problem facing the average English farmer, viz:—"How can we keep our boys and girls on the farm?" How do they do it? I will try to explain.

As I have mentioned in another chapter, the French Canadian farms are long and narrow, a decided advantage from the community standpoint. Instead of having farm houses isolated right in the middle of a hundred-acre farm on the square plan, the French farm houses are close together and not far from the church and public buildings. The young people are therefore able to meet frequently and enjoy most if not all the social privileges that attract the children to the big cities in other provinces. Consequently there are not the same attractions for the farmers' sons and daughters to leave the farm, especially when in addition the social life they get as a community, they are able to secure comforts in the home, that many city dwellers lack. I was privileged to visit a French farm house where I found two bath-rooms and hot water heating throughout, and I understand this farm was not an exception.

Co-operation is understood amongst the French Canadian farmers and employed, and since the government of Quebec has taken up the question of agricultural schools, much waste has been eliminated and the farmers' energies directed into channels that produce the maximum results. Hence it is that the farmer of Quebec is willing to leave the growing of grain in large quantities to others, while he is becoming a past master in dairying and all that follows in its train, with the result that in 10 years Quebec has become the greatest dairying province in the whole of Canada. The number of pounds of butter and cheese produced by this province is astounding, for cheese-making and butter-making is now the watch-word of the majority of Quebec farmers. Quebec produces over 60% of the butter made in the Dominion.

Herein lies the secret of Quebec's wealth, and it is a

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strong argument in favor of the statement that the French farmer is one of the wealthiest in Canada. To make cheese and butter, they must have milk. To produce milk, cows are a necessity. To make cows profitable, they must have good pastures in the summer, and green fodder in the dry season, roots or green food in the winter. This naturally develops mixed farming to a very large extent, bringing with it a great variety of necessities. This in turn means grist to the manufacturing mill and places Quebec in the proud position of commanding a wealthy rural and city population.

Therefore, the French Canadian farmer has wealth and greater buying powers combined with a greater variety of needs. Add to this the fact that he represents the largest rural and farming community in Canada, and you will understand the secret of Quebec's wealth and get the reason why this field should be cultivated by you.

Further information pertaining to Quebec Province as a field for profitable business will be gladly supplied upon application to any of the following :

La Presse, Montreal, Can.; Henry W. King, Telephone Bldg., 76 Adelaide St., West, Toronto ; Wm J. Morton Co., 5th Ave. Bldg., New York ; Tribune Bldg., Chicago ; Alex. Clement, 19 Sicilian, ave., Southampton, Row, W. C., London ; Eugène Berthiaume, 6 rue du Rocher, Paris, France.

